REMARKS

Applicants have studied the Office Action dated February 23, 2004 and have made amendments to the claims. It is submitted that the application, as amended, is in condition for allowance. By virtue of this amendment, claims 1-15 and 19 are pending. Claims 16-18 have been canceled without prejudice. Claims 1-8, 11-15, and 19 have been amended. Reconsideration and allowance of the pending claims in view of the above amendments and the following remarks are respectfully requested.

Claims 1 and 16-18 were rejected under 35 U.S.C. § 101 as being directed to non-statutory subject matter. Claims 16-18 have been canceled so, with respect to these claims, this rejection is moot. With respect to claim 1, Applicants have amended claim 1 so that it is directed to a computer-implemented method, as suggested by the Examiner. Therefore, it is respectfully submitted that the rejection of claim 1 under 35 U.S.C. § 101 should be withdrawn.

Claims 1-19 were rejected under 35 U.S.C. § 102(b) as being anticipated by Benade et al. (U.S. Patent No. 5,621,864). Claims 16-18 have been canceled so, with respect to these claims, this rejection is moot. With respect to claims 1-15 and 19, this rejection is respectfully traversed.

The present invention is directed to a system for composing custom printed articles in which a database and a template including tokens are used in generating a custom printed article print file. One preferred embodiment provides a computer-implemented method of generating a custom printed article print file. According to the method, a master file is generated that includes all non variable content of the custom printed article and place markers that indicate positions at which document specific content is to be inserted. A data definition file is generated that specifies format of the document specific content that is to be inserted at the positions indicated by the place markers in the master file, and a template is read. The template includes a plurality of tokens, with at least one of the tokens indicating a field in a database.

A record in the database is identified using a printed article ID, and data is extracted from the field of the record which is specified by the one token. The data is output to a variable data file, and the data definition file is used in converting the variable data file to a PDL variable file. The master file and the PDL variable file are in a page description language. The master file is processed so as to generate the non variable content in rasterized form, and the PDL variable file is processed so as to generate the document specific content in rasterized form. The document specific content in rasterized form is merged with the non variable content in rasterized form so as to produce the custom printed article print file.

The Benade reference is directed to a label generator that allows the user to define labels that include unique indicia for individually identifying each label. However, Benade does not discloses a method of generating a custom printed article print file in which a master file in a page description language is generated that includes all non variable content of the custom printed article and place markers that indicate positions at which document specific content is to be inserted, a data definition file is generated that specifies format of the document specific content that is to be inserted, a template is read that includes at least one token indicating a field in a database, a record in the database is identified using a printed article ID, data is extracted from the field of the record which is specified by the one token, the data is output to a variable data file, the data definition file is used in converting the variable data file to a PDL variable file in the page description language, the master file is processed so as to generate the non variable content in rasterized form, the PDL variable file is processed so as to generate the document specific content in rasterized form, and the document specific content in rasterized form is merged with the non variable content in rasterized form so as to produce the custom printed article print file, as is recited in amended claim 1. Amended claims 13, 15, and 19 contain similar recitations.

Benade discloses a label generator that uses a template generator and an indicia generator to produce labels that include unique indicia for individually identifying each label. The template generator is first used to define a label template. For example, in the template generation process of Figure 14, the user supplies data and then the indicia generator automatically generates an ordered sequence of indicia. These are combined to generate a

template for each label. with the user data to generate the template with both fixed and variable fields. The labels are then produced by combining the user data, the generated indicia and the template fields.

In contrast, in embodiments of the present invention, the label is designed using a program that produces a master file in a page description language and a data definition file. The master file includes all non variable content of the custom printed article and place markers that indicate positions at which document specific content is to be inserted, and the data definition file is generated that specifies format of the document specific content that is to be inserted. Then, the variable data is extracted from a database and processed. In particular, a template is read that includes a plurality of tokens, with at least one of the tokens indicating a field in a database. A record in the database is identified using a printed article ID, and data is extracted from the field of the record which is specified by the one token. This extracted data is output to a variable data file. The data definition file is used in converting the variable data file to a PDL variable file that is in the page description language.

After both files in page description language are produced, they are processed to produce rasterized data for printing the complete custom printed article. More specifically, the master file is processed so as to generate the non variable content in rasterized form, and the PDL variable file is processed so as to generate the document specific content in rasterized form. The document specific content in rasterized form is merged with the non variable content in rasterized form so as to produce the custom printed article print file. This print file can then be used by a printer to produce the custom printed article. Thus, the design process produces a master file containing the fixed content in PDL form, and the data extraction process uses field tokens from a template and data from a database to create a variable file containing the variable content in PDL form. These two files are them processed and merged to create the complete custom printed article in rasterized form for printing.

Benade does not teach or suggest generating a master file containing the fixed content in PDL form, performing a data extraction process that uses field tokens from a template and data from a database to create a variable file containing the variable content in PDL form, and processing and merging these two files to create a file containing the complete custom printed

article in rasterized form. Applicants believe that the differences between Benade and the present invention are clear in amended claims 1, 13, 15, and 19, which sets forth various embodiments of the present invention. Therefore, claims 1, 13, 15, and 19 distinguish over the Benade reference, and the rejection of these claims under 35 U.S.C. § 102(b) should be withdrawn.
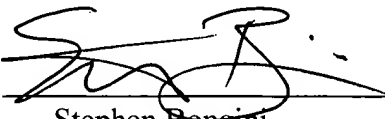
As discussed above, amended claims 1 and 13 distinguish over the Benade reference, and thus, claims 2-12 and claim 14 (which depend from claims 1 and 13, respectively) also distinguish over the Benade reference. Therefore, it is respectfully submitted that the rejection of claims 1-14 under 35 U.S.C. § 102(b) should be withdrawn.

Applicants have examined the references cited by the Examiner as pertinent but not relied upon. It is believed that these references neither disclose nor make obvious the invention recited in the present claims. In view of the foregoing, it is respectfully submitted that the application and the claims are in condition for allowance. Reexamination and reconsideration of the application, as amended, are requested.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is invited to call the undersigned attorney at (561) 989-9811 should the Examiner believe a telephone interview would advance the prosecution of the application.

Respectfully submitted,

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